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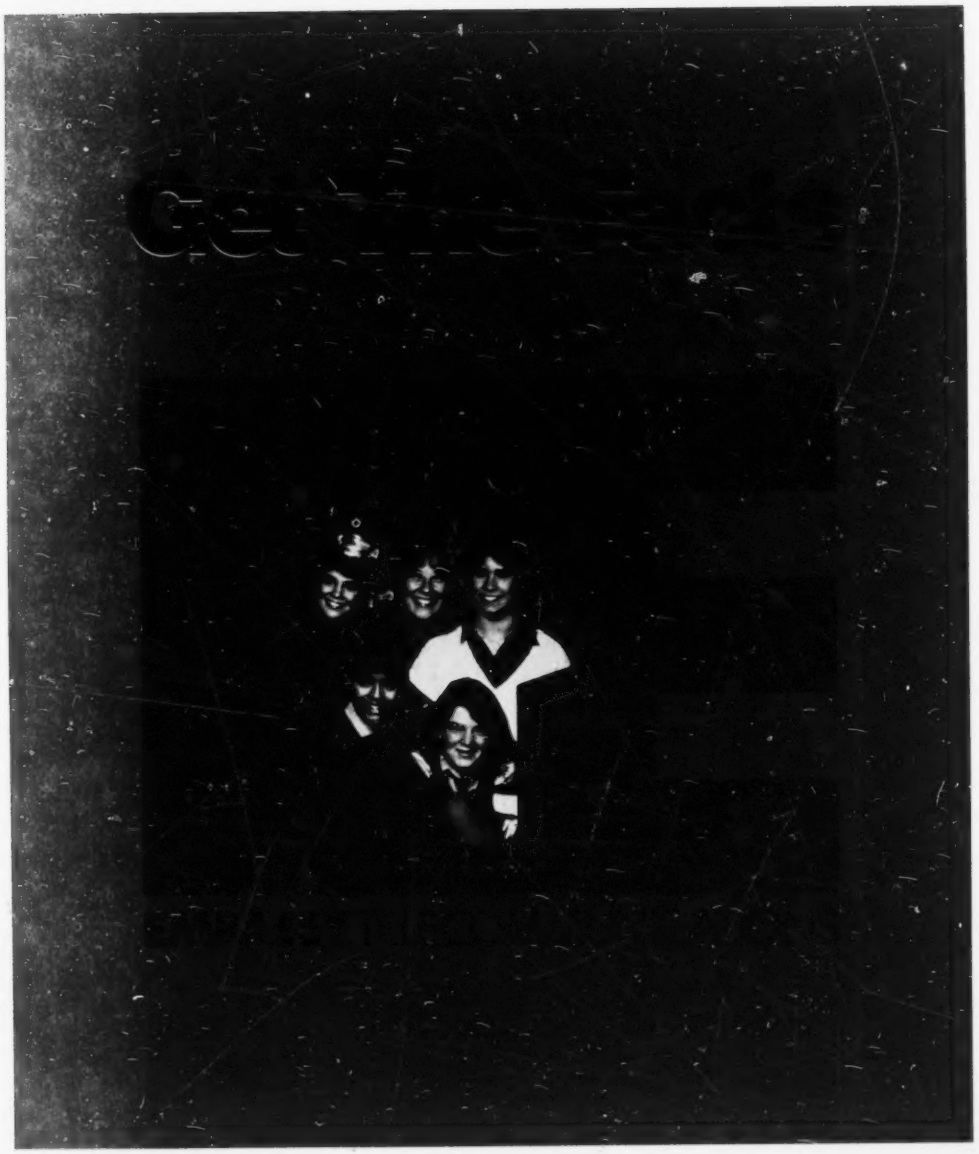
The Fifth Estate

Broadcasting ϟ Sep 10



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Mutual at 50

Vol. 107 No. 11

Broadcasting Sep 10

Networks fall schedule: a return to the familiar
Coverage from Eastern Cable, home earth station shows
Mutual Broadcasting at 50

FALL REPRISE □ Networks begin showing their fall programing hands as premieres are telecast. NBC has the most new series; detective shows popular. **PAGE 31.**

OPEN MINDS □ Following meeting in Washington, NCTA board says it will remain flexible on cable bill negotiations. **PAGE 33.**

SLOWDOWN IN ATLANTA □ Number of exhibitors and attendees for Eastern Cable Show are off from previous years; still there are plenty of technical, legislative and bottom-line problems to talk about. **PAGE 34.**

FAIRNESS DOCTRINE COMMENTS □ Broadcasters file comments in favor of repeal of FCC's fairness doctrine. NTIA questions whether agency has jurisdiction. **PAGE 37.**

COMING TO A HEAD □ Upcoming meeting of Intelsat's board of governors filled with controversial items. **PAGE 38.**

GOLDEN ANNIVERSARY □ Mutual Broadcasting celebrates its 50th anniversary this month. In this special report BROADCASTING looks at the first 50 years, **PAGES 43-58,** and at Mutual today and tomorrow **PAGES 58-64**. BROADCASTING also interviews the proud parents, Amway Corp., for a view of what course that firm has set for the radio network. **PAGE 66.**

FOR RENT □ Some cable operators are countering the competition from VCR's by going into the cassette rental business. **PAGE 79.**

LAUGHING MATTER □ First programing vehicle from The New Program Group (Metromedia, Hearst, Gannett, Storer and Taft) will be comedy. **PAGE 80.**

SORRY, WRONG LETTERS □ Judge in Indiana rules that station has to change call letters because most recent call sounded too much like neighboring station. **PAGE 90.**

THROUGH THE RANKS □ President Reagan nominates Mary Azcuenaga to Pertschuk's spot on FTC. **PAGE 90.**

HOMEWARD BOUND □ Flourishing home earth station industry meets in Nashville with over 500 manufacturers and distributors on hand. Chief on list of topics: technical and economic problems surrounding scrambling, and legal problems of backyard reception. **PAGE 92.**

TWO SHALL BECOME □ Comsat, Prudential and UPI principals reach agreement on new DBS venture which will incorporate USCI and STC. **PAGE 96.**

RADIORADIO □ Over 5,000 expected for first joint convention of NAB and NRBA, the Radio Convention and Programing Conference next week in Los Angeles. **PAGE 98.**

MUSIC MAN □ Al Ham, creator of "The Music of Your Life" radio format, has turned his music into gold. **PAGE 119**

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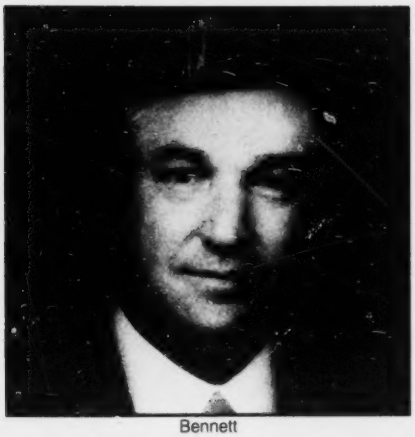

Bennett

like this to make them happen," explained Bennett, adding in the same breath that it was not a plan "against the networks" or an attempt to establish a fourth network. "I don't want it to be construed that all our efforts will be joint projects," Bennett said. "Where it's possible we'll work together to help spread the risk."

The first project will probably be produced on the West Coast, although Bennett and others would not specifically say if it would be done at Metromedia's Metrotape studios at KTTV(TV) Los Angeles. The first project will be distributed by Metromedia Producers Corp. to stations outside the group. The partners said it was not determined if the first show would contain any national barter advertising spots.

Only six new off-network half hours are expected to be available in syndication between now and 1987. Bennett said the economics have reached the point where station groups can produce their own programing. Bennett said the half-hour situation comedy NPG is planning will have "production values and cost equal to network production budgets," which range between $300,000 and $400,000 per episode.

Each partner's interest in NPG will be based on the percentage of national coverage its station group represents within the group. For example, Metromedia, whose television stations cover nearly 24% of the U.S. television households, represents slightly more than half the coverage area of the group's 45% coverage and thus has slightly over half the interest in the venture.

Another factor is duplicative markets: Metromedia, Gannett and Storer all have stations in Boston; Gannett and Storer have stations in Atlanta; Hearst and Storer have stations in Milwaukee, and Taft and Hearst have stations in Kansas City. The group has circumvented this obstacle by agreeing to rotate the projects among stations in duplicative markets.

Noted Lucille S. Salhany, vice president of broadcast and cable programing for partner Taft Broadcasting, in outlining the scope of the project: "There's no reason to get involved in this project if you're not going to strive to have the highest quality." Salhany said speculation that NPG was formed to counter the networks is erroneous. "This is just something new. It's not going to bring down ABC, CBS, or NBC. Far from it. It's really only supplementary [programing]." □

Academy shifts. Actress Diana Muldaur, president of the Academy of Television Arts and Sciences, has accepted the resignation of Herman Rush as a member of the executive, building, finance, and budget committees of the organization, based in North Hollywood, Calif. Rush, president of Columbia Pictures Television Group, was recently defeated (Aug. 9) by Leo Chaloukian in a bid for re-election as second vice president of the academy. In an Aug. 20 resignation letter sent to fellow ATAS board members, Rush charged that, since Muldaur assumed her position one year ago, favoritism has been exercised in the appointment of executive committee members, the organization's finances have fallen into disarray and its bylaws have not been properly observed. "I am hopeful that the new [ATAS] officers can convince you to function in a more open and democratic fashion," Rush told Muldaur in his letter, adding he feels "a strong sense of deterioration" surround the academy. He also released internal correspondence from ATAS Foundation President Robert F. Lewine charging that the current ATAS administration has "emasculated" the ATAS unit through its recent actions. Muldaur has not made a public response to the accusations, other than to acknowledge that "a small minority" within the academy "disagrees with the direction the majority has elected to take."

Movie reruns push ABC to the top

ABC was the leader again in the prime time ratings race last week, winning the week ended Sept. 2 with a 12.3/23, compared to an 11.9/22 for NBC and CBS's 11.1/21. ABC was pushed to the front with its showing of "Velvet" on its ***Monday Night Movie***, which earned a 14.4/24 and was the eighth-ranked show of the week, and a repeat of "Coma" on a Tuesday night ***Movie Special***, which pulled a 16/28 and was the third-ranked show of the week.

ABC's ***Call to Glory***, the new Monday night series which will replace the previously scheduled ***Streethawk*** on the fall lineup, drew a 14.1/25 for its third broadcast, down substantially from the 24.8/44 it recorded for its two hour premiere and a 15.8/29 it scored on its second outing.

ABC won Wednesday, Friday, Saturday and Sunday nights, while NBC won Monday and Tuesday and CBS captured Thursday. The highest rated nightly win for the week was CBS's Thursday night victory when it drew a 16 rating based on repeats of its regular lineup of ***Magnum, P.I.*** and ***Simon & Simon***, along with the scheduling of ***Mike Hammer*** in the 10-11 period usually reserved for ***Knots Landing***. ***Simon & Simon*** was the top-rated show of the week, earning an 18.7/32.

CBS's summer comedy series, ***Comedy Zone***, earned a 6.5/14 in its Friday 8-9 period, ranking 66 out of 69 programs and the lowest performance of its three broadcasts. NBC's pilot ***P.O.P.*** on Wednesday between 9:30 p.m. and 10 p.m., scored an 11/20, the 30th ranked show of the week.

Rank	Show	Network	Rating/Share
1.	Simon & Simon	CBS	18.7/32
2.	V, Part 2	NBC	16.9/28
3.	Coma	ABC	16.0/28
4.	A Team	NBC	15.9/30
5.	Magnum, P.I.	CBS	15.3/29
6.	Facts of Life	NBC	14.9/25
7.	Dynasty	ABC	14.7/25
8.	Velvet	ABC	14.4/24
9.	20/20	ABC	14.2/26
10.	Riptide	NBC	14.2/25
11.	Mike Hammer	CBS	14.1/25
12.	Cheers	NBC	14.1/25
13.	Call to Glory	ABC	14.1/25
14.	Fall Guy	ABC	14.0/26
15.	Love Boat	ABC	13.8/27
16.	Family Ties	NBC	13.8/25
17.	Dallas	CBS	13.6/26
18.	Hotel	ABC	13.6/26
19.	Women of Chastity Gulch	ABC	13.2/25
20.	Night Court	NBC	13.2/22
21.	TV-Censored Bloopers	NBC	13.1/23
22.	60 Minutes	CBS	12.9/31
23.	Remington Steele	NBC	12.9/24
24.	Falcon Crest	CBS	12.8/25
25.	Webster	ABC	12.6/26
26.	Gimme A Break	NBC	12.5/25
27.	Jennifer Slept Here	NBC	12.3/22
28.	Hill Street Blues	NBC	12.0/22
29.	Silver Spoons	NBC	11.8/24
30.	P.O.P.	NBC	11.8/20
31.	Matt Houston	ABC	11.7/22
32.	St. Elsewhere	NBC	11.5/22
33.	Double Trouble	NBC	11.5/22
34.	Kate & Allie	CBS	11.4/19
35.	Benson	ABC	11.2/25
36.	Newhart	CBS	11.1/18
37.	Bosom Buddies	NBC	10.9/21
38.	Mazes and Monsters	CBS	10.9/20
39.	Scarecrow & Mrs. King	CBS	10.9/19
40.	Three's Company	ABC	10.8/19
41.	Cagney & Lacey	CBS	10.8/18
42.	Sunburn	CBS	10.6/21
43.	Diff'rent Strokes	NBC	10.5/23
44.	Mama's Family	NBC	10.5/20
45.	One Day At A Time	CBS	10.4/23
46.	Gentleman Bandit	CBS	10.3/18
47.	Hardcastle & McCormick	ABC	10.2/21
48.	Invasion Force	NBC	10.2/20
49.	Alice	CBS	10.0/18
50.	Trapper John, M.D.	CBS	9.9/19
51.	Foulups, Bleeps & Blunders	ABC	9.9/19
52.	T.J. Hooker	ABC	9.7/20
53.	Knight Rider	NBC	9.6/19
54.	Master	NBC	9.5/20
55.	NFL Football	NBC	9.4/24
56.	Jeffersons	CBS	9.3/18
57.	Streets	NBC	9.0/17
58.	ABC Comedy Special	ABC	8.9/18
59.	Goodnight, Beantown	CBS	8.6/17
60.	AfterMASH	CBS	8.5/17
61.	Crossroads	CBS	8.0/15
62.	Domestic Life	CBS	8.0/14
63.	Airwolf	CBS	7.7/16
64.	Legs	ABC	7.6/14
65.	Lagman	NBC	6.9/14
66.	Comedy Zone	CBS	6.5/14
67.	Ripley's Believe It Or Not	ABC	6.3/15
68.	Summer Sunday USA	NBC	4.1/10
69.	U.S. Amateur Golf	ABC	3.2/6

*indicates premiere episode

aux. power generator. App. Aug. 31.

■ *New (91.3 mhz) Pocatello, Idaho—Seeks CP to change TL; change ERP to .713 kw; change HAAT to 837.88 ft., and make changes in ant. sys. App. Aug. 29.

Accepted

■ KCMJ-FM (92.7 mhz) Indio, Calif.—Seeks CP to change ERP to 0.946 kw. App. Aug. 30.

■ *KRZA (88.7 mhz) Alamosa, Colo.—Seeks CP to change ERP to 9.76 kw; change HAAT to 2,078 ft., and move ant. site. App. Aug. 30.

■ *WBCX (89.1 mhz) Gainesville, Ga.—Seeks CP to change ERP to 835 kw and change HAAT to 544 ft. App. Aug. 30.

■ KMFE-FM (101.7 mhz) Emmett, Idaho—Seeks CP to change SL to Meridian, Idaho. App. Aug. 30.

■ WKOA (104.9 mhz) Bekin, Ill.—Seeks mod. of lic. to install new transmission sys. App. Aug. 31.

■ KWK-FM (106.5 mhz) Granite City, Ill.—Seeks CP to change TL; change ERP to 93 kw, and change HAAT to 1010.24 ft. App. Aug. 30.

■ WTAO-FM (104.9 mhz) Murphysboro, Ill.—Seeks CP to change HAAT to 328 ft. App. Aug. 30.

■ WNAP (93.1 mhz) Indianapolis—Seeks CP to make changes in ant. sys. App. Aug. 31.

■ WQXE (100.1 mhz) Elizabethtown, Ky.—Seeks CP to change TL and change HAAT to 300 ft. App. Aug. 30.

■ WLYT (92.5 mhz) Haverhill, Mass.—Seeks CP to change TL; change ERP to 20.4 kw, and change HAAT to 710.6 ft. App. Aug. 30.

■ WHEB-FM (100.3 mhz) Portsmouth, N.H.—Seeks CP to change ERP to 50 kw; change HAAT to 47 ft., and change ant. App. Aug. 30.

■ KMGZ (95.3 mhz) Lawton, Okla.—Seeks CP to install aux. transmitter and ant. App. Aug. 30.

■ New (103.1 mhz) Russell, Pa.—Seeks CP to change TL. App. Aug. 30.

■ KIVY-FM (92.7 mhz) Crockett, Tex.—Seeks CP to change HAAT to 300 ft. App. Aug. 30.

■ KTXQ-FM (102.1 mhz) Fort Worth—Seeks CP to install aux. ant. App. Aug. 30.

■ WPKX-FM (105.9 mhz) Woodbridge, Va.—Seeks CP to change TL; change ERP to 17.6 kw, and change HAAT to 671 ft. App. Aug. 30.

■ WHLX (105.5 mhz) Bethlehem, W.Va.—Seeks CP to change TL. App. Aug. 30.

■ WBTQ (93.5 mhz) Buckhannon, W.Va.—Seeks CP to make changes in ant. sys. App. Aug. 30.

■ New (93.1 mhz) Riverton, Wyo.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 884 ft. App. Aug. 31.

TV's

Accepted

■ WBFS-TV (ch. 33) Miami—Seeks MP to move SL outside of community of lic. App. Aug. 31.

■ New (ch. 25) Gulfport, Miss.—Seeks MP to change ERP to vis. 2,240 kw, aur. 224 kw; change HAAT to 1,600 ft., and change TL. App. Aug. 31.

■ WMIB-TV (ch. 49) Buffalo, N.Y.—Seeks MP to change ERP to vis. 2,690 kw, aur. 269 kw; change HAAT to 1,330 ft; change ant., and change TL. App. Aug. 31.

Actions

AM's

■ WFYM (1300 khz) Temple Terrace, Fla.—Dismissed app. to change SL to 1711 West Kennedy Blvd., Tampa, Fla. Action Aug. 14.

■ KIIX (600 khz) Fort Collins, Colo.—Granted app. to operate by remote control from main SL. Action Aug. 27.

■ WDDD (810 khz) Johnson City, Ill.—Granted app. to change TL. Action Aug. 23.

■ WCSY (940 khz) South Haven, Mich.—Granted app. to change TL. Action Aug. 23.

■ WTWZ (1150 khz) Clinton, Miss.—Granted app. to change freq. to 1120 khz and change power to 2.5 kw. Action Aug. 24.

■ WINR (680 khz) Binghamton, N.Y.—Granted app. to operate by remote control from main SL. Action Aug. 20.

■ KSLR (630 khz) San Antonio, Tex.—Granted app. to change SL to 5430 Fredericksburg Rd., Suite 504, San Antonio, and to operate by remote control from that SL. Action Aug. 27.

FM's

■ KARZ (106.1 mhz) Burney, Calif.—Granted app. to change TL and change HAAT to 1,977 ft. Action Aug. 23.

■ WGER-FM (102.5 mhz) Bay City, Mich.—Granted app. to change TL. Action Aug. 29.

■ WWCK-FM (105.5 mhz) Flint, Mich.—Dismissed app. to change ERP to 3 kw and change HAAT to 328 ft. Action Aug. 28.

TV's

■ KEET (ch. 13) Eureka, Calif.—Granted app. to change ERP to vis. 187 kw, aur. 28 kw and change transmitter. Action Aug. 24.

■ KRBK-TV (ch. 31) Sacramento, Calif.—Granted app. to change HAAT to 1,830 ft.; change TL, and change ant. Action Aug. 24.

■ WTVF (ch. 5) Nashville—Granted app. to change HAAT to 1,390 ft. Action Aug. 29.

■ *KLUJ (ch. 44) Harlingen, Tex.—Granted app. to change ERP to vis. 9.2 kw, aur. 1.7 kw and change HAAT to 438 ft. Action Aug. 29.

Call letters

Applications

Call	Sought by
	Existing AM's
WBYL	WDAX Albert P. Hopkins Jr., McRae, Ga.
WSYY	WMKR Katahdin Broadcasting Inc., Millinocket, Me.
	Existing FM's
KZSO	KVML-FM Melvin Winters, Sonora, Calif.
WKIV	WDAX-FM Albert P. Hopkins Jr., McRae, Ga.
WSYY-FM	WKTR Katahdin Broadcasting Inc., Millinocket, Me.

Summary of broadcasting as of July 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Grants

Call	Assigned to
	New AM's
WWTG	James J. McCluskey, Stanwood, Mich.
WHRY	Big G. Little O. Inc., Hurley, Wis.
	New FM's
WQZX	Haynes Broadcasting Inc., Greenville, Ala.
*KMRO	The Assoc. for Community Education Inc., Camarillo, Calif.
WBPK	Foothills Communications Associates Inc., Flemingsburg, Ky.
WITW	Mighty-Mac Broadcasting Co., Cadillac, Mich.
KZEN	Osage Radio Inc., Central City, Neb.
WMTK	White Mountain FM Inc., Littleton, N.H.
WMQI	Larry W. Livesay, Robbinsville, N.C.
KDSR	Dianna L. Simpson, Williston, N.D.
*WMEJ	Maranatha Broadcasting Inc., Proctorville, Ohio
KTLT	Wichita Falls Communications, Wichita Falls, Tex.
WXXX	Champlain Valley Broadcasting Corp., S. Burlington, Vt.
	New TV's
KNHH	GACO Communications Corp., Houma, La.
KMHO	Matlock Communications Inc., La Grange, Ore.
KRRT	Hispanic American Broadcasting of Texas Inc., Kerrville, Tex.
	Existing AM's
KIKX	KIIQ Wiskes/Abaris Communications KIIQ, Manitou Springs, Colo.
KCNM	WSZE Inter-Island Communications Inc., Marianas Islands of Saipan
WLTS	WYAT Phase II Broadcasting Inc., New Orleans
WBAG	WQRB Falcon Communications Inc., Burlington, N.C.
KLUP	KTEW Audiophase Communications Inc., Poteau, Okla.
	Existing FM's
KIKX-FM	KIIQ-FM Wiskes/Abaris Communications KIIQ, Manitou Springs, Colo.
WLTS-FM	WLTS Phase II Broadcasting Inc., Slidell, La.
KZMI	WSZE-FM Inter-Island Communications Inc., Marianas Islands of Saipan
WZOU	WCOZ WHDH Corp., Boston
KMMC	KSMO-FM Ultra-Sonic Broadcast Stations Inc., Salem, Mo.
*WCQS-FM	WUNF-FM Western North Carolina Public Radio Inc., Asheville, N.C.
WZZU	WBAG Wilcorn Broadcasting Inc., Burlington, N.C.
KZZE	KLUP Audiophase Communications Inc., Poteau, Okla.
WKXS	WATP-FM Winfas of South Carolina Inc., Marion, S.C.
KIKT	KGVL-FM First Greenville Corp., Greenville, Tex.
	Existing TV's
KHNL	KHNL-TV Mid-Pacific Television Associates, Honolulu